



Collaboration is central to our survival, and it's central to our work. The way we have collaborated at work has evolved.

And here we are today, in the digital age. Many businesses already use modern IT tools and techniques. But are they positioned to thrive in the future?

The future requires agility. But what makes an agile organization?

We believe that now is the time to:

- Re-examine current business and IT assumptions around how we collaborate
- Build a platform that paves the way to agility and digitization
- Create experiences that empower more agile organizations

This is the path we've been on at Cisco over the last 18 months or so... and it has enabled us to create a collaboration experience that helps you become more agile.

As part of our conversation, I can share **customer case studies** to help you gain perspective on how enterprises worldwide are embracing collaboration to become agile.

Prioritize Collaboration



According to a research from Deloitte (2014), companies that prioritize collaboration for their business environment are:

- Five times more likely to experience a considerable increase in employment
- Twice as likely to be profitable
- Twice as likely to outgrow competitors

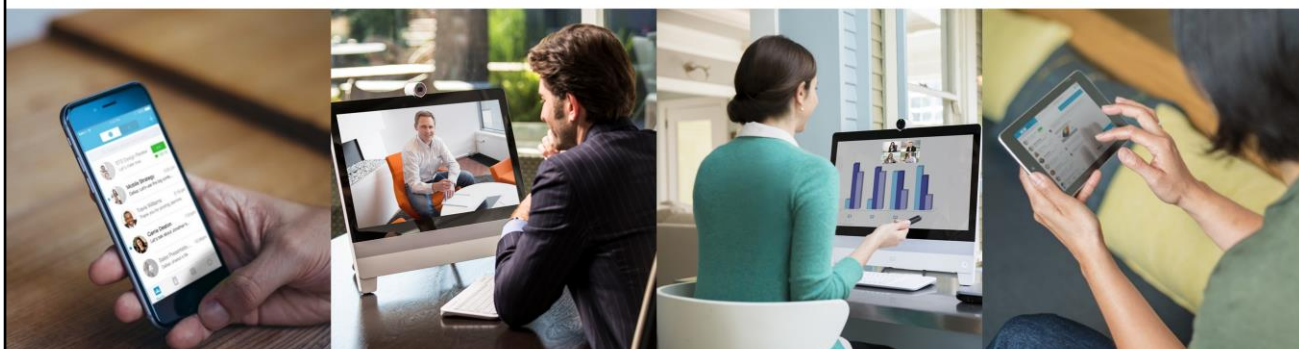
[Full quote: <http://www2.deloitte.com/au/en/pages/economics/articles/collaborative-economy-unlocking-power-of-workplace-crowd.html>]

McKinsey & Co found that less than 30% of the companies it surveyed say they have a highly collaborative culture.

[Full quote http://www.mckinsey.com/insights/strategy/raising_your_digital_quotient c. 2015]

Organizations benefit from bringing increasing the level of collaboration in their organizations. That means connecting employees, customers, partners, and external parties to increase operational and business agility. And that ultimately creates value for customers.

Industry research supports this – as do Cisco customers that are innovating and moving fast toward business agility.



Make Collaboration Simple



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Plenty of companies offer collaboration. **What sets Cisco apart? We make Collaboration simple.**

It seems like everyone is talking about making things more simple. The trick is simplifying things even when what happens in the back end is really complex. That's what we do.

It starts with our portfolio. Our portfolio delivers an unmatched experience for a variety of use cases and organizations of all sizes. It lets people enjoy the user experience they want -- on any device, in any location, in any working style -- without compromising IT priorities.

We are uniquely positioned to deliver the most compelling collaboration innovations -- natively brought together by combining the hardware, software, and network elements. It's something that no other can do.

Cisco applications and processes are fully integrated to work smoothly and seamlessly.

And you can deploy them in the way that works best for your organization -- in the office, to mobile employees, or over a cloud-based model. We even offer the best of both worlds. Take advantage of hybrid solutions to benefit from the unique combination of on-premises and cloud. Cisco offers rich choices so you can work in a way that fits your business strategy.

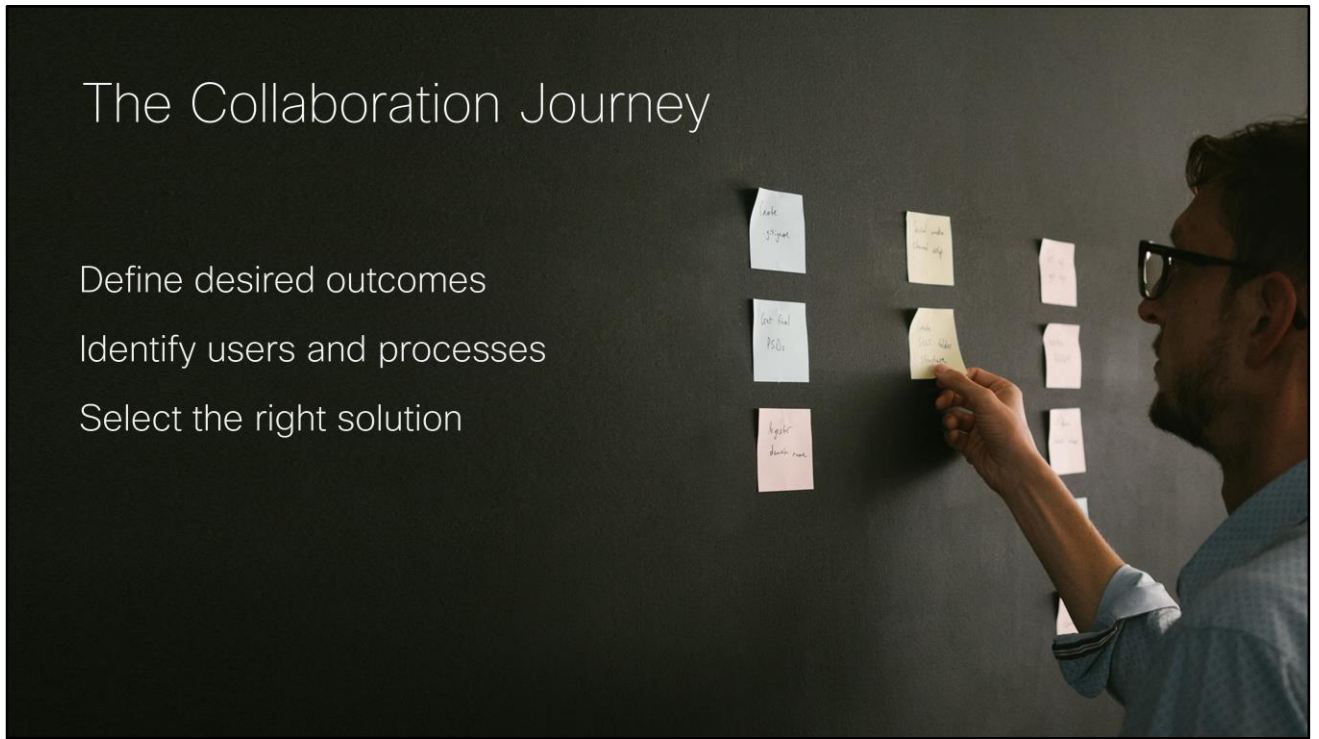
Our architecture is unique because it is designed to be open and interoperable. You can now innovate, build custom solutions, enhance your services to meet your business needs.

The Collaboration Journey

Define desired outcomes

Identify users and processes

Select the right solution



Collaboration is not just a product you buy or something IT implements.

Collaboration is a process and a journey.

Placing Collaboration at the heart of your strategic vision can not only help you increase productivity, speed decision making, grow sales, and improve customer support but enhance innovation and work-life balance for employees. That is what makes an agile organization.

With a little planning, it's easy to take the first steps toward a more collaborative environment. It's where those processes, people, and technology come together.

Cisco is committed to help you bring together business and IT to:

- Define your strategy and objectives
- Develop a solution that supports your business processes
- Prioritize your use cases and businesses processes
- Architect a solution that can support a comprehensive strategy
 - Gain traction with stakeholders
 - Achieve business relevancy promised earlier

Cisco is here to partner with to help build a solution that aligns with your business.

Desired Outcomes

Cost Control



Infrastructure Consolidation
Contact Center Optimization
Travel Reduction

Agility



Resource Management
Business Process Optimization
Time to Market

Innovation



Customer Experience
Change Management
New Business Models



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We understand that one of the first steps to implement a Collaboration solution is to identify your business goals. These are some of the examples that we have gathered from conversations with our customers and partners.

What business issues are you trying to solve?

Business problems often surface when different groups need to...

- Work together
- Have persistent conversations
- Iterate quickly
- Build innovative solutions faster than ever before

The coordination with the rest of the company or even external partners could slow progress if you teams don't have the right tools to collaborate.

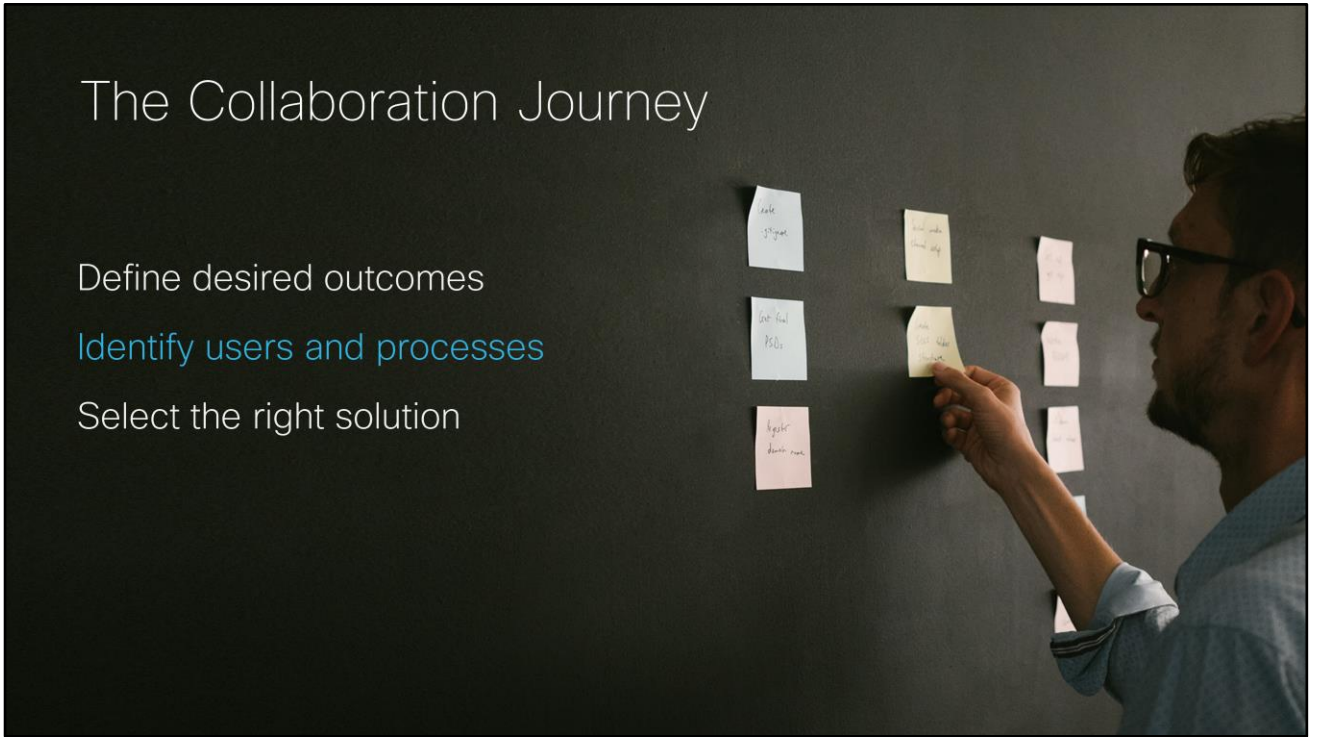
The solution is a collaboration experience that is seamless, connected, pervasive across any device, in any location, across any working style. **It's an experience that is helps you foster innovation and an agile environment.**

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Let's talk about who your users are and what they need to do.

Know Your Users



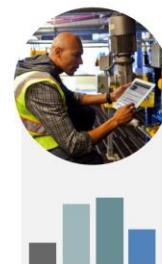
Mobile Worker
Account Manager



Information Worker
Financial Analyst



Executive
VP of Marketing



Deskless Worker
Factory Supervisor



Contact Center
Customer Service Agent

File Sharing

Group Communications

Real-Time Communications

Asynchronous Communications



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An organizational chart may show hierarchy, but it doesn't represent how people actually interact. The way we work has been changing over centuries and it continues to change. And the advancement of technology hugely influences that.

With the rise of mobility and proliferation of devices and services, **our roles influence how we collaborate based on our needs, priorities, and the devices we use.**

In any given day, we collaborate with people in a spectrum of roles. And we're interacting with more people and information in more ways than ever before. Statistics show that we'll see a 500% increase in amount of information created by 2020.

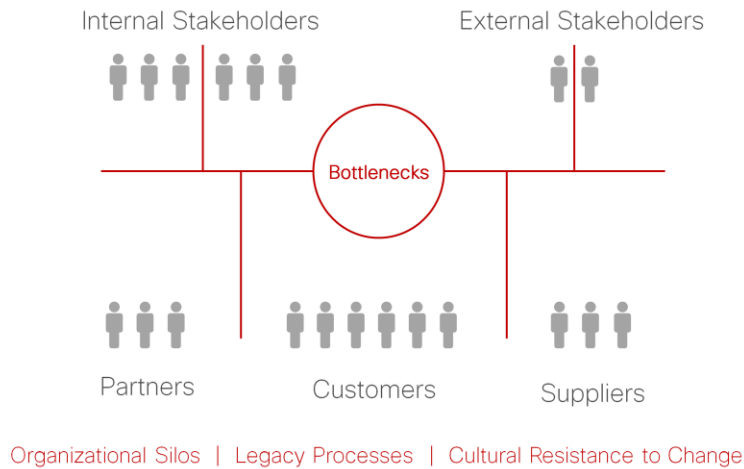
[Social Media Today: Beyond Content Shock <http://www.socialmediatoday.com/content/beyond-content-shock-defining-trend-2015-content-ignition>]

Each person has a different combination of needs and preferences, and those vary by role, location, task, and day.

There is no "one size fits all" solution. In fact, that's one of the problems of the old-school scenario of "here's your desk, here's your PC, these are the applications, now get to work." Your desktop PC and documents are no longer the center of your universe. You are bringing your own technology and information into a personal, fast-paced, agile experience that extends your workplace.

Enabling the same interactions on multiple devices removes restrictions and complexity, allowing you to **focus on results rather than how, when, and where.**

Identify Processes and Bottlenecks



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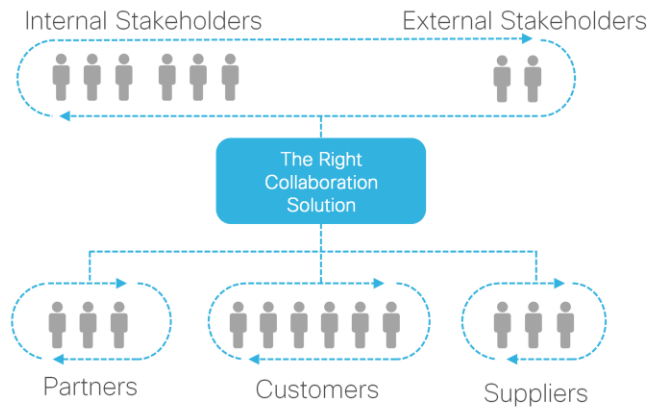
Companies struggle to break down silos and improve cross-functional collaboration.

Interactions with partners and customers or even among employees are sometimes slow and complex.

Blocked lines of communication make business processes difficult to navigate.

In many companies, ownership of processes and information is fragmented, hindering cross-business collaboration.

Eliminate the Bottlenecks



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Implementing and using the right collaboration solution can help break down organizational silos and improve legacy processes.

According to Dimension Data, almost 60% of companies surveyed said that collaboration has met expectations for making business processes more efficient.



When experience and technology are deployed with change management around culture and process, organizations get the most from their collaboration investments with tangible business outcomes.

When we ask customers about their biggest challenges to success, they tell us culture and change management.

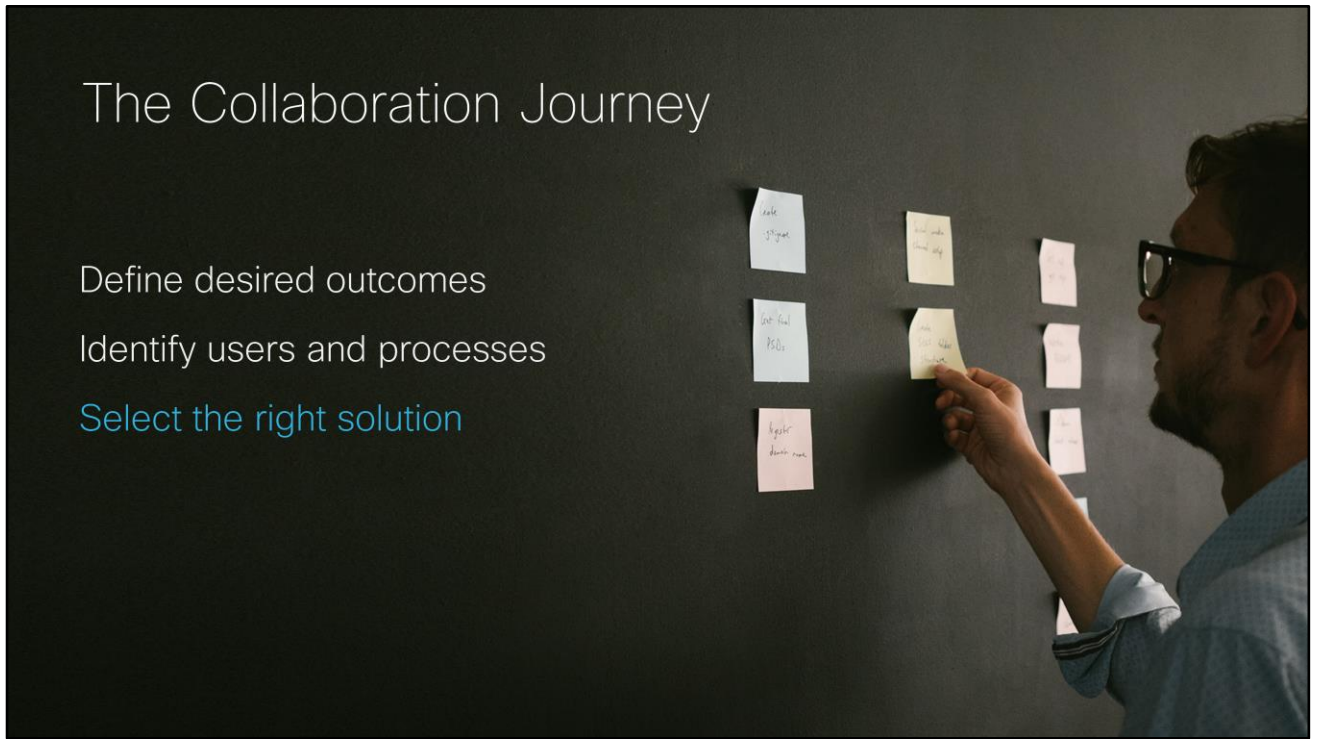
At Cisco, we deliver experience-centric, best-in-class collaboration technology with expertise in planning, design, implementation, and change management. We partner with you to help bring about a successful business outcome.

The Collaboration Journey

Define desired outcomes

Identify users and processes

Select the right solution



So, now, how do you select the right solution for your business needs?

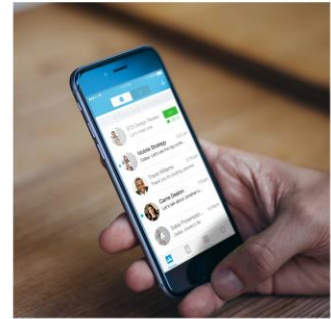
Endpoints for Every Need



Every Room



Every Desk



Every Pocket

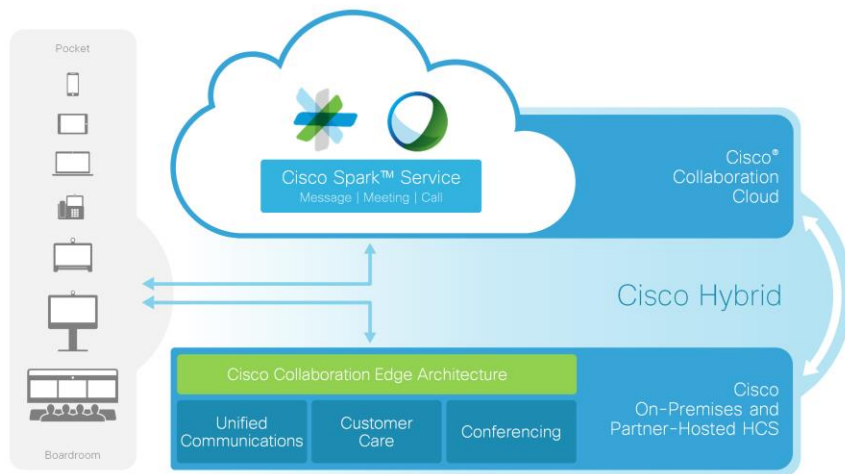


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Start by looking at how people communicate today – in meeting rooms, from their desks, remotely on mobile devices.

Is it as easy as it should be? Are the tools integrated so anyone can join in – from any device?

Deliver an Integrated Collaboration Experience



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Our collaboration architecture that powers the whole platform experience. The key components lie in the on-premises and cloud infrastructure solutions and the simplicity in integrating the two:

We deliver an **integrated collaboration experience** through a comprehensive platform and solution set for across a range of employee types, use cases, and business functions—for organizations of all sizes.

- **Collaboration Endpoints:** We offer a broad range from IP phones and video conferencing to web, mobile, and desktop clients powered by a common architecture.
- **Unified Communications:** Cisco's market-leading UC platform for enterprise and mid-market customers is delivered in the cloud or on premises. The solution provides integrated voice, video, mobility, and presence services.
- **Customer Care:** Create the foundation for positive customer service—helping you engage more proactively with customers; connecting people with information, expertise, and support they need when and where they need it.
- **Conferencing:** Bring employees, customers, and partners together to collaborate from anywhere with integrated voice, video, and content sharing
- The **Collaboration Edge** is a key component that allows you to securely provide remote access, collaborate with customers and partners, and integrate with cloud services.
- **Cisco Spark** is a complete Collaboration as a Service (CaaS) offering that delivers unified messaging, meeting, and calling capabilities that are hosted in the Cisco Collaboration Cloud and delivered by Cisco certified partners.

- Cisco **Hybrid Services** let you bring cloud and premises together in the right way. You get the benefits of each, while enabling entirely new experiences that can only be achieved through this unique marriage of cloud and on-prem.

It Takes an Strong Ecosystem



Our Strong Partnerships Provide a Robust Platform to Help You:

Be Nimble | Increase Opportunities | Business Value | Gain Agility | Improve Teamwork



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Faster innovation and adoption requires partnerships. None of us can do it alone.

We have a breadth of support from a strong and extensive ecosystem of partners. Together we bring ground-breaking solutions that help transform your collaboration experience.

That results in helping you[talk about each point].

- Be fast and nimble
- Create more opportunities
- Get business value
- Increase business agility
- Improve teamwork and productivity

Now I'd like to give you some real-life examples of how our customers have transformed their business models with collaboration to become agile organizations.

Customer Success Stories



When you get it right, this is what success looks like. Here are some examples of companies who reimagined collaboration to better reach business outcomes.

Education

Cost Control	Agility	Innovation
		
University of St. Gallen Switzerland	John Monash Australia	University of British Columbia Canada
Achieved 50% productivity savings plus energy and carbon gains	Expanded online program with 1.5x increase in subscriptions	90% user adoption of distributed education solution



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For more details on these success stories, please go to:

University of St Gallen

<http://www.cisco.com/web/about/success-stories/docs/st-gallen.html>

John Monash

http://www.cisco.com/web/ANZ/assets/pdf/monash_collaboration_case_study.pdf

University of British Columbia

<http://www.cisco.com/c/en/us/solutions/collaboration/university-britishcolumbia.html>

Financial Services

Cost Control	Agility	Innovation
		
Republic Bank & Trust Company United States	Raiffeisen Bank Bosnia & Herzegovina	ING Bank Italy
Eliminated more than \$1M annually in equipment-leasing costs	Improved customer satisfaction; 80% of calls answered in 20 seconds	Increased sales by 15% with Cisco Remote Expert for Banking



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For more details on these success stories, please go to:

Republic Bank and Trust

<http://www.cisco.com/web/about/success-stories/republic-bank.html>

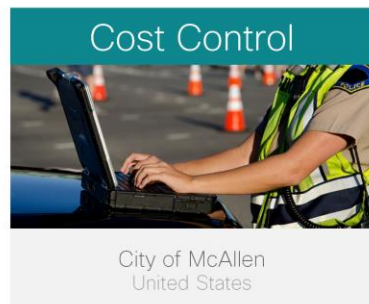
Raiffeisen Bank

<http://www.cisco.com/c/en/us/products/collaboration-endpoints/raiffeisen-bank.html>

ING Bank

<http://www.cisco.com/c/en/us/solutions/collaboration/ingbank.html>

Government



Reduced voice costs
by \$20K per month



Improved response
speed by using Cisco
Jabber



Expanded reach and
response to emergency
situations



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For more details on these success stories, please go to:

City of McAllen

<http://www.cisco.com/web/strategy/docs/gov/cisco-case-study-city-of-mcallen.pdf>

Derby City Council

http://www.cisco.com/c/dam/en/us/products/collateral/collaboration-endpoints/derby_city_council.pdf

Alaska Department of Transportation and Public Facilities

<http://www.cisco.com/web/strategy/transportation/alaska-transportation-dept.html>

Healthcare

Cost Control



Instituto Zaldivar
Argentina

Reduced travel by
500,000 km per year
between locations

Agility



VITAS Innovative
United States

Reduced time to coordinate
care logistics by 29%

Innovation



Hamburg UKE Medical Center
Germany

Connected critically ill
pediatric patients to their
classrooms



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For more details on these success stories, please go to:

Instituto Zaldivar

<http://www.cisco.com/web/about/success-stories/docs/instituto-zaldivar.html>

VITAS Innovative Healthcare

<http://www.cisco.com/web/strategy/healthcare/vitas.html>

Hamburg UKE Medical Center

<http://www.cisco.com/web/about/success-stories/docs/hamburg-uke-medical-center.html>

Manufacturing

Cost Control	Agility	Innovation
		
Pilatus Aircraft Ltd. Switzerland	Bauer Austria	Sub-Zero United States
Saved 20% in call costs	Shortened time-to-market by 10%	Reduced new product introduction cycles by 20%



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For more details on these success stories, please go to:

Pilatus Aircraft Ltd.

http://www.cisco.com/c/dam/assets/global/CH/pdfs/pilatus_v3cs_-_final.pdf

Bauer

<http://www.cisco.com/c/en/us/solutions/collaboration/bauer.html>

Sub-Zero

http://www.cisco.com/web/strategy/docs/manufacturing/appliance_producer_innovates_with_ioe.pdf

Retail

Cost Control	Agility	Innovation
		
John Lewis United Kingdom	John Eagle Auto Group United States	Trinity Leeds Shopping Center United Kingdom
Reduced unproductive hours related to training by 50%	Improved productivity and accountability of sales teams	Achieved ranking as a top 5 U.K. retail destination



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For more details on these success stories, please go to:

John Lewis

<http://www.cisco.com/c/en/us/solutions/collaboration/john-lewis.html>

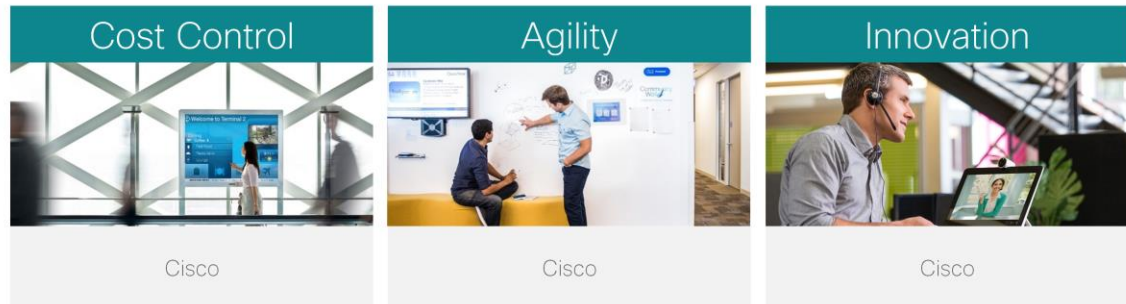
John Eagle Auto Group

<http://www.cisco.com/c/en/us/solutions/collaboration/john-eagle.html>

Trinity Leeds Shopping Center

<http://www.cisco.com/web/strategy/retail/shopping-center.html>

Cisco on Cisco



Reduced travel costs by 2/3 every year through greater use of video

Increased employee productivity by 13-15 minutes per day with BYOD

Transformed from 70% traditional cubicle space to 70% flexible workspaces



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Fact: Cisco's global real estate portfolio includes approximately 21.5M SF of space, covering 530+ buildings and representing over \$1B in operational expense annually.

In our traditional offices 50% of our seats go un-used on a daily basis (50% sub-optimization on a \$1B expense!!).

Check out Cisco IT blog for more details on the benefits that Cisco Collaboration solutions brings to Cisco employees

<http://blogs.cisco.com/ciscoit/b-c-03182015-wider-view-of-collaboration>



As you have seen, we have all it takes to power an agile organization, such as yours.

As a technology vendor and a business partner to you, we realize that you need more than just products to really make collaboration successful. It comes down to technology, partnership, and expertise.

On the **technology** front, our portfolio has a breadth and depth like no one else in the space. Our architecture that is broad, open, and nimble. It's interoperable and gives you a choice of consumption models from the premises to the cloud.

We have been a **proven partner** to over 95% of the Fortune 500 and growing.

We have an experienced team, plus have **expertise and best practices** from successful deployments with customers from around the world. We are here to partner with you to get it right.

Only Cisco can combine all these elements together to help you meet your particular business objectives.

As a next step, I'm sure your account team would be interested in discussing how best to start in developing your strategy to create a more collaborative, digitized and agile organization – and to explore and tap those high-impact business opportunities along the path.

